

This record is a partial extract of the original cable. The full text of the original cable is not available.

161214Z Oct 05

UNCLAS KUWAIT 004443

SIPDIS

STATE FOR NEA/PPD (CWHITTLESEY, DBENZE), NEA/PI
(CBOURGEOUIS), ECA/A/L(JCONNERLEY)

E.O. 12958: N/A

TAGS: [KPAO](#) [OEXC](#) [OIIP](#) [SCUL](#) [XF](#) [KU](#)

SUBJECT: CHEVRON FUNDS ACCESS ENGLISH SUMMER CAMP PROGRAM

1. SUMMARY: On October 2, 2005, AMIDEAST-Kuwait hosted a ceremony welcoming back 10 Kuwaiti boys and 10 Kuwaiti girls who spent four weeks in an intensive English-as-a-Second-Language summer camp in West Palm Beach, Florida. Chevron financed the Embassy-initiated program for 20 Kuwaitis chosen from among 105 enrollees in last year's ACCESS program. Fellow ACCESS participants and AMIDEAST staff selected the students who attended the summer camps. The Ambassador offered congratulatory remarks to the students and their parents, and recognized Chevron's exemplary community relations efforts. END SUMMARY.

Shining Leadership Examples

2. At a recent celebration recognizing Chevron's generous corporate gift that sent 20 ACCESS students to the U.S. this summer, the Embassy and Amideast welcomed returning students and lauded their success in the English language program. The unique summer add-on experience took place July through August at the Global Language Institute (GLI) on Northwood University's campus. The students, their families, and the chaperones gathered on October 2 to join the Embassy and Amideast in thanking Chevron, the Embassy's 2005 nominee for the coveted Secretary of State's Award for Corporate Excellence, for sponsoring the summer intensive. The Ambassador also commended AMIDEAST Kuwait for administering the program. This was the second year that Chevron sponsored the ESL camp and doubled their original commitment. In the summer of 2004, when Public Affairs introduced the concept, Chevron funded 10 Kuwaiti boys to participate in the summer camp. In recognition of their expanded role, the Ambassador said, "I would like to see more companies get involved in exchange programs such as this one and I congratulate Chevron for continuing to be a great supporter for these very productive exchanges."

ACCESS Success - Is StudyUSA the Next Step?

3. Using their freshly polished English-language skills, the returning ACCESS students offered festive PowerPoint presentations about their experiences in the four-week program. Their winning presentations included pictures of campers enjoying weekend excursions to Florida attractions and conducting daily tasks with their Latin American counterparts. Participants, parents, and chaperones thanked the Embassy, Chevron, and AMIDEAST for making the camping experiences possible. Participating students were enthusiastic about the possibility of building on their American experiences and the Ambassador encouraged them to pursue future studies in the U.S.

Broadcasting the ACCESS Message

4. The reception welcoming home the students and recognizing Chevron's contribution to their success received widespread, positive press coverage. The articles and illustrative pictures vividly portrayed the summer program's activities and launched recruitment for the next session of the ACCESS program in Kuwait. The press coverage details follow:
--Al-Seyassah, 10/4/05, p. 26, Arabic, 3/4 page, circ. 45,000
--Arab Times, 10/3/05, p. 6, English, picture with blurb, circ. 40,000
--Kuwait Times, 10/4/05, p. 4, English, 1/4 of a page, circ. 35,000
--Kuwait News Agency link:
<http://www.kuna.net.kw/Home/Story.aspx?Language=en&DSNO=775411>
--Embassy Kuwait link:
http://kuwait.usembassy.gov/pr_10022005.html

Expanding on the Summer Camp Concept

5. Public Affairs intends to continue working with Chevron and other U.S. firms based in Kuwait to encourage these

types of exceptional partnerships that further the Mission's public diplomacy goals through educational exchanges.

LEBARON